This “How To” book has been compiled by Capital Fringe staff.
HOW TO RESERVE YOUR COMP TICKETS

DO NOT log in to OvationTix first. Simply:

2. Click ‘Show Listings’. Find your show.
3. Select the performance you want to reserve comps for.
4. BEFORE choosing the tickets: In the box labeled “Have a Promotional Code?” (located in the upper right-hand corner), enter your Producer Code. Your show’s Producer Code will have been e-mailed to the primary contact for your show.
5. Now choose how many tickets you want to comp. Make a separate order for each person you’re booking seats for; you’ll add a name for Will Call in Step 7.
6. When prompted to check out, log in as yourself, using the OvationTix credentials you received from Capital Fringe.
7. Before you submit the order: Under “Delivery,” you will be given the opportunity to change the “Name on ticket” entry for the Will Call List. This will default to the name on your OvationTix account, but you should change it to the name of the person attending the show.
8. The total charged for the order should be $0.00.

It’s that Simple. Questions? Let us know!

REMEMBER:
• You can only reserve 10% of your total seats as comps. Once they are gone, your Producer Code will no longer work.
• You CANNOT hand Box Office management/associates a list of comp names. All comps must be reserved online, WITH names, a minimum of two hours prior to showtime. No exceptions.
HOW TO USE OVATIONTIX – 2017 EDITION!

See the following pages for instructions on Using OvationTix to see your Who’s Coming list and print Wrap Sheets and other reports.

LOGGING ON/GETTING ORIENTED

A. Logging into OvationTix is easy. Head to OvationTix.com and find the Client Login button:

B. Click that button! This will bring you to the login screen (see below). Pro tip: “Bookmark” or “favorite” the URL for this login screen, which is https://admin.ovationtix.com/trs/
**To Log In:** Your Email is the email address that Fringe has on file for your Main Contact. Note: This is case sensitive! Your password is the one you chose to replace your temporary password. If you forgot your password or need to contact us with questions, e-mail boxoffice@capitalfringe.org or visit the box office at Logan Fringe Arts Space.

C. When you've entered the username and password information, click the Login button.

D. Check out your sweet, sweet account homepage:

**Anatomy of the Homepage**

1) **Home Button:** Wherever you go within OvationTix, you can always return to your Homepage by clicking on this green button.

2) **Account Drop-Down Menu:** This will just say Capital Fringe – and you should never need to click here.

3) **Series Drop-Down Menu:** This will list your show only; again, ignore!

4) **Help Button:** Click here to open the OvationTix user wiki.

5) **OvationTix Contact Information:** DON’T USE. Please contact boxoffice@capitalfringe.org with all questions/concerns.

6) **Login Information:** This is who’s logged in, and where you log out.

7) **Menu Buttons:** These will look slightly different for you.

8) **Viewing Information:** This toggles between the list view you see above and a snapshot view of your shows.
9) **Shows:** All shows you have access to.

**TO SEE OR PRINT YOUR WHO’S-COMING LIST**

**or**

**TO PRINT A MARKETING REPORT ON YOUR PATRONS**

You are the owner of this info. It’s valuable! Check it out!

*Capital Fringe will not send you a report of your patrons at the end of the Festival.*

Your account will stay live until **September 8, 2017.**

Log in as before.

From your homepage, click on the name of your show:

![Screenshot of Ovation Tix interface](image)

This will open your “Who’s Coming” page. The view defaults to the next available performance:

- **Click on the drop down menu to see the days of your shows.**
- **Click on any show to see its Who’s Coming list.**
You will see who is coming that day.

Click on Expanded View to see the kind of tickets they bought: comp, press, pass holder, etc...

Print the list by clicking on the printer icon!

You can see more information about tickets purchased in “expanded view.”
Click “Reports” then “My Reports” to access the Wrap Sheet Report:

Anatomy of the Wrap Sheet Report

A. **Report Title**: indicates whether report is by transaction or by event, and for which account (This is generally irrelevant for you.)

B. **Report Date/Time Range**: the date and time range covered by the report you’re viewing

C. **Report Generated**: the date and time at which the report you’re viewing was run

D. **Report Manager**: This is where you set the parameters for your report. These items are summarized here and explained in detail below.
1. **Date Range** - set either a custom date range with absolute dates, or set a relative date range using the drop-down menu

2. **Filters** - isolate elements specific to the series, order, or patron to narrow your report

3. **Saved Reports** - set and recall a regularly run report with a frequently used filter set and date range

4. **‘Refresh’/Run Report Button** – click this after making changes within the Report Manager to run the updated report

**DATE RANGE**
The first step to running a wrap report is to specify the date range you wish to examine. You can set the range in a couple of different ways.

You can set a custom range of absolute dates by clicking into the “From:” field. Either pick your “from” date on the calendar that appears, or type it in manually using the format MM/DD/YYYY. If necessary, you may specify the “from” time to the second. Follow the same steps for the “to” date and time.
Alternatively, by using the drop down list above the “from” and “to” lines, you can choose from a variety of relative date ranges (see below):

After you set your date range, be sure to specify whether you want to report by “Transaction Date” (all activity occurring within that range) or “Event Date” (all activity related to the events occurring within range). Click “Run Report” to see the report.
SAVED REPORTS

The Saved Reports feature is designed to save time if you run the same reports regularly. Rather than entering parameters every time, you can set it up once with a relative date range, save it, and select it from the Saved Reports drop-down menu the next time you need it.

It is important to note that your Saved Reports are accessible by all Capital Fringe users. Therefore, we do not recommend relying heavily on them, as another user could accidentally delete your saved report.

Click “Save current report as…” from the saved reports menu to save the active report.

To run a saved report, select that report (in this example, “Yesterday’s Press Tickets”) from the Saved Reports menu. As soon as you select the saved report, it runs automatically.

After the report runs, you can tweak as needed, making sure to press the green “Run Report” button to the right of the form to run the report again after any changes are made.
PRINTING THE WRAP SHEET

After running your desired report, you can print a hard copy of it using the Print button in the green bar at the foot of the page.

You can also export the report to Excel by clicking the Excel button next to the Print button.
CALCULATING ARTIST NET PAYOUTS

The following is a step-by-step walkthrough for calculating your net box-office revenue. The totals and percentages used are examples only. Remember, in particular, that ticket-split percentages vary from 50% to 70% depending on a variety of factors; you received your ticket-split percentage when you were assigned a venue.

It’s a simple four-step process. First the basics; more detailed instructions provided below.

1. Calculate your total sales.
2. Calculate your total fees.
3. Subtract the total fees from the total sales.
4. Multiply that number by your box office percentage.

ACCESSING YOUR WRAP SHEET
Log into OvationTix and select the appropriate account and series from the dropdown menu. Go to Reports > My Reports.

Change the dates on the Report Generator to: June 15 2017 – August 1 2017. This will ensure that all transactions are accounted for. (The dates in the images below are for 2016, but again, these are examples only.)

Click Run Report.
1. CALCULATE YOUR TOTAL SALES
You will see each ticket type: the quantity sold and how much revenue they generated. Passes use a different system titled Accounted Revenue. Scroll to the bottom of the screen to see your totals.

2. CALCULATE YOUR TOTAL FEES
These fees are charged directly by OvationTix and cover merchant processing plus the creation of individual artist log-ins, wrap sheets and patron databases for 100+ artists participating in the Festival year after year. The fees are determined by how the ticket is purchased. Tickets purchased in person carry a $0.25 fee; tickets purchased via phone or online carry a $2.08 fee.

In-Person Fees:
Scroll back up to the Report Generator. Click Add Filter. Select: Transaction Filters > Point of Purchase > Point of Purchase. Check Box Office. Click Add Filter and Run Report again.

In-Person Fees are charged on General Admission tickets and Artist Pass tickets.
Web and Phone Fees:
Scroll back up to the Report Generator.
Click Edit.
Select: Transaction Filters > Point of Purchase > Point of Purchase.
Check Web and OvationTix Phone.
Click Save Filter and Run Report again

Web/Phone Fees apply to General Admission tickets.

Step Two, Part 1: Calculate Your In-Person Fees
Add the quantity of GA tickets and Artist tickets: 43 + 18 = 61
Multiply by $0.25 to calculate your In-Person Fees paid: 61 x $0.25 =

Step Two, Part 2: Calculate Your Web/Phone Fees
Take the quantity of General Admission tickets and multiply by $2.08 to calculate your Web/Phone Fees: 57 x $2.08 = $118.56
Total Fees
Add your In-Person fees to your Web/Phone fees to calculate your total fees.
$15.25 + $118.56 = $133.81

3. SUBTRACT TOTAL FEES FROM TOTAL SALES
$2772.30 – $133.81 = $2638.49

4. MULTIPLY THAT NET SALES NUMBER BY THE PERCENTAGE OF YOUR BOX-OFFICE SPLIT (NOTE: THIS VARIES)
$2638.49 x .50 = $1319.25 (example only – be sure you use YOUR split percentage)

$1319.25 is your total Net Artist Pay Out from this year’s Festival.